

Gossip Along the Automobile Row

T. H. Pollock, Omaha distributor for the kerosene burning Henderson car, has changed his location from Twenty-third and Farnam to Nineteenth and Farnam.

The local branch of the Firestone Tire company has moved to 2230 Farnam street. Increase in business necessitated removal to more spacious quarters. The company reports that Omaha business has doubled in the last year.

The automobile show is creating considerable interest on the row. The dealers are going to try to make the Omaha show rank with any of the other shows and they have started to boost already.

Replete with interesting and instructive data concerning the construction and operation of motor cars, the technical volume on the new series 9 model of the Cole has met with instant favor. Compiled by Charles E. Crawford, chief engineer of the Cole Motor Car company, and one of the foremost automobile authorities in America, this mechanical treatise has an appealing force seldom found in such books.

The Franklin enclosed cars are attracting considerable attention in Omaha these days. The enclosed car is an ideal car for the winter months and the cars in the Guy Smith garage are the classic type of enclosed machines.

Guy Smith has received reports from the Franklin sales department which indicate that the sale of Franklin cars in October and November of this year was double that of the corresponding month a year ago. Smith's sales in Omaha reach about the same proportion.

The Goodyear company has changed the name of its Non-skid tire to All-Weather tire because non-skid tires have become so generally used in all kinds of weather.

The uncertainty of the recent weather has wreaked havoc with the automobile trade in and around Omaha. Bright and sunny weather, even though it is cold, is necessary for the successful sale of motor cars, and that is just the kind of weather that has been lacking during the last two weeks. The change to the colder weather Wednesday, however, caused hope to spring once more in the breasts of automobile men, and if the weather remains clear and favorable business will become better once more.

Gold Dietz has issued a statement of the activities of the Omaha Automobile club for the last year and it is a very favorable report with one exception. But one-tenth of the automobile owners are members of the club.

William Pfaffler, who has been content to sell Speedwell trucks this year, received his first Speedwell touring car. It is a beautiful car, with all the new frills in its equipment, and is creating quite a bit of attention on the streets of Omaha.

The Nebraska Cycle company has received one of the new Cyclocars, which experts predict will occupy a prominent position in the motor vehicle world. It is a peculiar little machine and arouses the curiosity of all who see it.

The industrial garage, a garage which deals exclusively in second-hand cars, announces that it has sold over seventy-five second-hand cars since last spring.

The Downtown garage on Howard street is doing a rushing business these days, even though the season is not exactly favorable to automobile business. The big garage, which holds over seventy machines, is frequently taxed to capacity with both pleasure cars and delivery cars.

The local Interstate branch has moved from the old location on South Eighteenth street to a more favorable position on the row.

The latest reports show that over 5,000 Omahans are the possessors of motor cars and the number is rapidly increasing.

C. H. Gerhold, manager of the accessories department of the Firestone Tire company, was in Omaha Thursday and Friday to size up the local tire situation in the interests of his firm. He expressed himself as gratified with the business conditions of Omaha and the entire mid-western country.

The Omaha Automobile club held its annual meeting at the Commercial club Friday evening, when new directors were elected and the 1914 policy adopted.

Mrs. Charles A. Yeager of Los Angeles has written a song entitled "Cupid in a Cole." Mrs. Yeager has presented the manuscript of the song to the Cole company in Indianapolis.

Guy L. Smith has spent the last week in Detroit, Mich., at the Hudson Motor Car company endeavoring to get cars to fill orders which he has received for Christmas presents. Mr. Smith will return the first part of the week.

Captain F. E. Buchan, who is the owner of a 1910 model "D" Franklin car which he purchased from Guy L. Smith, asserts he has driven his car over 100,000 miles. This is pretty good mileage for some automobiles, but not for a Franklin. Captain Buchan says that he is going to drive his car that much further. This car was in Guy L. Smith's garage last week where it was looked over and put into good condition, as Captain Buchan is going to ship it to Manila, where he has been transferred.

The Drummond Motor company report the following sales this week: J. A. Swanson of the Nebraska Clothing company, a sixty horsepower Cole 14-cylinder; S. E. Gillsky of the Gillsky Fruit company, a Winson Six touring car; the Gillsky Fruit party, a two and one-half ton G. M. C. truck and two one-ton Chase trucks; William C. Blain of South Omaha, a stockman; a six-cylinder, sixty-horsepower Cole; C. W. Lyman, a Woods electric; Mrs. Samuel Katz, a Woods electric; Dan Wyckoff of Thurman, Ia., a six-cylinder sixty horsepower Cole.

The new equipment for the stock room or repair parts department of the new Studebaker building has just arrived and is being installed. This constitutes the most modern equipment for this purpose

FIRESTONE OFFICIAL HERE TO VISIT AGENCY.



C. H. GERHOLD.

C. H. Gerhold, who is the manager of the accessories department of the Firestone Tire and Rubber company of Akron, O., is stopping in Omaha on business. He is the guest of Local Manager R. L. Harpham, and this is one of his stopping places on his inspection of Firestone branches through to the coast. In commenting on conditions throughout the country, Mr. Gerhold stated: "Last year Firestone accessory business increased about 30 per cent, which shows that quality accessories are in demand."

In use anywhere. The bins, drawers, shelving, etc., are entirely of steel, each partition being adjustable so the bin may be made either smaller or larger according to the requirements. Several thousand dollars' worth of this equipment was necessary to take care of the large stock of automobile repair parts carried by the local Studebaker branch.

The Studebaker corporation has secured a new salesman in William J. Kuehler, who will make his headquarters at Sioux City and travel portions of South Dakota, Nebraska and Iowa. He was formerly with the Rambler Motor Car company at Kenosha, Wis.

The new Studebaker 1,600-pound delivery wagon arrived Monday of this week. This is rather a new departure from the ordinary run of delivery cars, it being equipped with electric starter and electric lights, having a dome light inside the body, this being a great convenience to delivery people in reading orders, etc. This car is in the popular-price class.

The new Studebaker Flanders roadsters in both the six and four-cylinder models will arrive the latter part of this week. A large number of Omaha people have displayed a keen interest in this combination of summer and winter style of motor car. The car has all the comforts of the enclosed coupe, but in five minutes can be converted to a very stylish roadster. The car comes slightly higher in price than the touring model.

A new idea in sign boards is found in the sign on the new Studebaker building, the letters being cemented directly on to the building instead of on boards as in the old way. This new sign consists of 120 feet of heavy raised gold letters.

MANY MAKE LONG AUTO TRIP

Transcontinental Tourists Are Now Using the Lincoln Highway.

SOME FROM THE FAR WEST Report that Large Amount of Marking Has Been Done Along Route to Guide the Travelers in Right Way.

DETROIT, Dec. 12.—Reports received at the national headquarters of the Lincoln Highway association here indicate that many cross country tourists are already making the trip from coast to coast over the route designated by the association to be improved. During the last week two parties have reached Detroit on their way from San Francisco to New York, making a detour from the route to visit this city. A Duluth man and his wife have just ridden from San Francisco to Duluth, a Pennsylvania motorist rode from the Golden Gate to his home town and in addition several parties both afoot and horseback are traversing this transcontinental thoroughfare.

The first tourist to reach Detroit was David G. Bocker, with his wife, mother, boy and dog. The Bockers made the trip to Detroit in twenty-eight days of running time, not attempting speed. They started on September 1 and made 194 miles on their best day and twenty-five miles the worst, this in western Nebraska in a heavy rain with the roads almost impassable. They stopped at Grand Island, Neb., and Chicago for visits, made a detour to St. Louis for two weeks and after visiting Detroit reached the route again at Lima, O.

"Going across the country does not entail serious hardships," said Mr. Bocker. "Our car of twenty-five horse power carried us easily and surely."

H. C. Patterson of Omaha also reached Detroit en route to New York. Mr. Patterson reported that considerable work has already been accomplished on the route selected and that much of it is marked with the Lincoln highway insignia.

H. H. Peyton of Duluth reported on his return home that he found the roads in Nevada and the weather conditions both good.

A Really New Development. One of the really new developments in automobile progress is the land&road-

PRESIDENT OF THE LINCOLN HIGHWAY ASSOCIATION.



H. B. JOY.

ster type of body, which is being marketed this year by the Studebakers. This type is easily transformed from open style to coupe by a few adjustments, the change consuming only a minute or two of time. It is designed especially for the use of doctors, contractors and others who are forced to be abroad in all sorts of weather.

REPUBLIC BLACK-LINE RED INNER TUBE TOUGHEST OF ALL IT STANDS ALL TESTS. IT WILL PAY YOU TO SEE

Powell Supply Co. 2119 Farnam St. Omaha

\$1490

The New Auburn "40" is 1914's startling value—a large beautiful, 120-inch wheelbase car, equipped with every luxury and convenience of high-priced cars. At \$1490!

NOTE THESE ADVANCED FEATURES:

- Upholstery — finest of leather
Center Control Electrically Self-Operated Electric Lighted Electric Horn
Rain-Visor Ventilating Windshield
Seat Tires; Demountable Bims
Full Floating Rear Axle
Cowl Dash

Our proposition to agents is the best offered by any automobile manufacturer. Write for new complete, descriptive folder to

Auburn Auto Co. "Omaha" 2559 Farnam St., Omaha, Neb. House & Wilson, Distributors.



All-Weather Treads A Goodyear Innovation

Both for Dry Roads And Slippery Don't Risk Wet Roads Without Them

Here now is a tread which combines the advantage of the smooth and the anti-skid. A tread for all wheels and all seasons. Economical, enduring, flat and smooth-running. And yet an anti-skid, when needed, with a bulldog grip.

It is double-thick, and made of rubber toughened by a secret process. Immensely wear-resisting. So thick that the blocks are very deep. So tough that the blocks last for thousands of miles. They never all wear off. The surfaces are flat and broad. The blocks are in alignment. So it runs like a plain tread. No vibration as there is with irregular projections. The edges are sharp and they stay sharp. They are placed at an angle of 45 degrees to face the skidding direction. No other device has ever offered such tenacious grip to every sort of road. The blocks widen out so they meet at the base. Thus the strains are distributed over the fabric just as with smooth-tread tires. With separate projections the strains are centered at small points in the fabric. That is what made anti-skids short-lived.

Yet this All-Weather tread, with all these advantages, costs less than the average anti-skid.

No man who makes a five-minute comparison will accept an old-type anti-skid. And no careful motorist, especially in winter, will go without this protection.

Let us convince you. Before you buy another tire, inspect this All-Weather tread.

This All-Weather tread is a winter essential. No other anti-skid is so efficient, none so economical. This tread now outdoes our plain tread with users. It ought to be universal. This tread has brought another advantage to Goodyear No-Rim-Cut tires. Now we have four exclusive features, any one of which is big enough to win you to these tires.

First, these tires can't rim-cut. With clincher tires almost one in three are wrecked by this one ruit.

Second, these are the only tires which are unaffected on air-filled tubes, under actual road conditions. This is due to save the countless blowouts due to wrinkled fabric. It is done at an extra cost to us of \$1,500 daily.

Third, these are the only tires in which hundreds of large rubber rivets are formed to prevent tread separation.

And now, in addition, these tires alone bear these All-Weather treads.

Just think of these savings—no rim-cuts, fewer blowouts, less tread separation. And now all the savings of this All-Weather tread.

These savings have made the Goodyear tire the most popular tire in the world. It far outsells any other.

You are bound to come to them, as have hundreds of thousands. But now is the time to adopt them—now when this All-Weather tread is so necessary. For your own sake, come and inspect them. They will end a large part of your tire troubles.

GOODYEAR No-Rim-Cut Tires With All-Weather Treads

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

This Company has no connection whatever with any other rubber concern which uses the Goodyear name. Toronto, Canada London, England Mexico City, Mexico Branches and Agencies in 103 Principal Cities Dealers Everywhere Write Us on Anything You Want in Rubber

OMAHA BRANCH 2212 FARNAM STREET Phone Local Douglas 4190. Phone Long Distance Douglas 4191.

I've Obliterated EVERY Reason why you shouldn't have a genuine VICTOR-VICTROLA THIS Christmas! George E. Mickel Manager.



George E. Mickel, manager of the Victrola department of the Nebraska Cycle Co., has gotten together, especially for the Christmas trade, a combination of inducements that CAN NOT be resisted if one has any inkling of a desire for the nation's one grand and only entertainer—the VICTOR-VICTROLA. Not only has he arranged the LARGEST exhibit of Victrolas ever gathered under one western roof, but he has inaugurated a series of "Outfit Offers" and time parment propositions that make the "Victrola" possible in any home in the nation. See the immense showing of these instruments here; hear them played in absolutely perfect demonstration rooms; see the range of 50,000 records, and you must admit the Nebraska Cycle Co.'s superiority along these lines. (And always know that out-of-town folks receive the same terms, the same privileges and the same prices as those living within a stone's throw of this store.)

Trade in your old "Horn" Machine if you wish, towards a new, modern, Victor-Victrola

Buy the VICTROLA and the Records Together and get INDUCEMENTS Such as are Featured in These

MICKEL VICTROLA "OUTFIT OFFERS"

Distance is no obstacle—Time is no barrier—You may choose any one of these outfits and have it shipped anywhere. You have the same extraordinary long time payment inducements offered you no matter where you live. Mickel's payment prices, mind you, are as low as the lowest all cash prices quoted anywhere in America

- \$18.75 Buys a new style Victrola IV, with choice of five double faced Victor records, 10 selections, terms, \$2.50 down and \$1.93 a month.
\$28.75 Buys a new style Victrola VI, with choice of five double faced Victor records, 10 selections, \$2.50 cash and \$1.93 per month.
\$43.75 Buys a new style Victrola VIII, with choice of five double faced Victor records, 10 selections, \$2.50 cash and \$1.93 per month.
\$53.75 Buys a new style Victrola IX, with choice of five double faced Victor records, 10 selections, \$2.50 cash and \$1.93 per month.
\$82.50 Buys a new style Victrola X, with choice of ten double faced Victor records, 20 selections, \$1.93 cash and \$1.93 a month.
\$107.50 Buys a new style Victrola XI, with choice of ten double faced Victor records, 20 selections, \$1.93 cash and \$1.93 per month.
\$157.50 Buys a new style Victrola XIV, with choice of ten double faced Victor records, 20 selections, \$1.93 cash and \$1.93 a month.
\$207.50 Buys a new Victrola XVI, with choice of ten double faced Victor records, 20 selections, \$1.93 cash and \$1.93 a month.

Nebraska Cycle Co.

"Mickel Brothers' Specialty House"

Cor. 15th and Harney Streets, Omaha, Nebr. Also at 334 Broadway, Council Bluffs, Iowa.

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MINERAL WELLS, TEXAS

Altitude, 1,400 Feet. Hot Mineral Baths, combined with Cool, Pleasant Mineral Waters, makes Mineral Wells the ideal Health Resort of the southwest. Mild Climate. Waters Alkalio-Saline, Radio-Active, strongly recommended by physicians. Indicated in Rheumatism, Gout, Diabetes, Neurasthenia, Insomnia, Constipation, Kidney, Bladder and Genito-Urinary Diseases. Also in Diseases of the Stomach and Intestines. Auto-Intoxication and disturbed Metabolism. Reduction of High Blood Pressure. Visitors 125,000 annually. Fishing, Boating, Hunting, Golf, Tennis, Eighty Hotels and Boarding Houses. Excellent Cuisine. Reasonable Rates. Magnificent Pavilions. Population 6,500. For Free Literature write. SECRETARY COMMERCIAL CLUB, Mineral Wells, Texas. The Life Saving Station of the Continent.

Concentrate your advertising in The Bee. There is a Bee in almost every home.